

## CONTENT ANALYSIS AND READABILITY OF FARM

### ISSUES OF AN ASSAMESE DAILY

SANGEETA SHARMA<sup>1</sup> & R.K.TALUKDAR<sup>2</sup>

<sup>1</sup>Doctoral Fellow in Extension Education, Assam Agricultural University JORHAT, Assam, India

<sup>2</sup>Professor at Extension Education, Faculty Agriculture, Assam Agricultural University JORHAT, Assam, India

#### ABSTRACT

*The present study was focussed on content analysis of farm issues published by the Dainik Janambhumi in the year 2010. All together 57 issues of a farm page of an assamese newspaper were analysed based on volume of contents in column centimetre measurement. It was found that average column cm coverage (volume) per issue was decreasing every year as it was 362.53 cm, 360.67 cm, and 340.33 cm in year 2008, 2009 and 2010 respectively. It also showed that majority of the articles were from agricultural discipline (85.8%, 85.6% and 81.5% in the year 2008, 2009 and 2010 respectively. The findings on the readability of the farm page as perceived by the farmer readers showed that majority of the respondents (52%) perceived the farm page having medium level of readability*

**KEYWORDS:** Readability of the Farm, Centimetre Measurement, Agricultural Discipline

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#### INTRODUCTION

Content analysis is concerned with certain characteristics that can be identified and counted (Goode and Hutt, 1952). It is a needful act on the research pertaining to Journalism. The role of print media is very important for development communication. Newspapers, journals, magazines, books etc. will continue for decades to be the major sources of information and knowledge. The use of print media as compared to other media is more advantageous in agricultural field because it is more reliable and more scientific information in simple and easily understandable language on a specific topic and illustrated with action pictures can be provided to the farmers. Further, the reader can go through the printed materials at their own place, at their convenient time and can preserve it for future use. Moreover, print medium of communication is found to be one of most credible sources of information and hence, these printed media have acquired greater significance in the context of increased literacy level over last decades. It is a tool of mass communication through which information is disseminated to the mass people staying in different locality.. Anonymous (1982) in its report pointed out that "It is often said that we are entering the 'electronic age' but there is for instance, no sign of the demise of print media". The print media is more advantageous in agricultural field because it is more reliable and more scientific as it contains materials in simple languages, easily understandable formats with illustrations that can reach a large number of farmers quickly and simultaneously. Reddy (2005) on his research in content analysis of subject based discussion boards in agriculture found that only 3% of the posting were of general informational nature. News paper plays a vital role in dissemination of information. Its role is very important in the field of agricultural development by informing the farmers about the new techniques of agriculture (Barman, 1995). However it is needed to judge how much of information is being disseminated through newspaper. The content analysis being

the only way to see the coverage of different agricultural and allied areas in the farm issue, it was undertaken. This will give us an idea about diversity in coverage of different agricultural subject areas. The undersigned paper has completed 40 years in year 2011 publishing the farm issue viz 'Krishi Arthaniti' meaning "Agricultural Economy". Yet no research has been conducted regarding content analysis of farm issues according to word and picture volume and also according to the form of article published. The present paper focussed on content analysis of farm issues in terms of word and picture volume and perceived readability by farmer readers.

## RESEARCH METHODOLOGY

The study was conducted on the farm issues of an Assamese daily. There were altogether 57 issues published during the period between 17<sup>th</sup> July 2008 to 30<sup>th</sup> December 2010. Two objectives were:

- To carry out content analysis according to issue wise average column centimetre (cm) coverage (column cm of word and picture).
- To carry out content analysis according to discipline wise average column centimetre (cm) coverage (column cm of word and picture).
- To calculate perceived readability of farm page by farmer readers.

There were altogether three disciplines covered by the articles published in the newspaper viz.- Agriculture, Veterinary science and Fisheries Science. The articles that didn't fall under any single discipline were categorised under Miscellaneous.

## Findings

For content analysis of agricultural issues published by The Dainik Janambhumi, 57 issues were taken for content analysis. Among those 8 issues were from year 2008 (17<sup>th</sup> July – 4<sup>th</sup> December 2008), 23 issues from year 2009 (1<sup>st</sup> January 2009-31<sup>st</sup> December 2009) and 25 issues were from year 2010 (14<sup>th</sup> January -30<sup>th</sup> December 2010) were analysed which were made available to the researcher.

### Issue Wise Average Column Cm Coverage

It showed that the average column centimetre coverage (cm) of the farm issue was decreasing in each year while the picture volume was increasing in each year. (Table 1)

**Table 1: Issue Wise Average Column Centimetre (Cm) Coverage**

Particulars	Year 2008	Year 2009	Year 2010
Words (cm)	300.4	298.17	275
Picture (cm)	62.13	62.5	65.33
<b>Total (cm)</b>	<b>362.53</b>	<b>360.67</b>	<b>340.33</b>

### Discipline Wise Average Column Cm (Cm) Coverage

Three disciplines namely, Agriculture, Veterinary Science and Fisheries Science were selected. Any article that did not fall under any of them was under Miscellaneous discipline. It was found that in each year, Agriculture occupied the lion's share of the farm page. The volume of fisheries science was remarkably decreasing in each year while the average

content volume of veterinary science increased in year 2010. It is shown in table 2.

**Table 2: Discipline Wise Average Column Cm (Cm) Coverage**

Discipline	Volume (cm)	Year 2008	Year 2009	Year 2010
Agriculture	Words	259.78	263.24	232.18
	Picture	51.44	45.60	45.18
	<b>Total</b>	<b>311.22</b>	<b>308.84</b>	<b>277.36</b>
Animal husbandry/ Veterinary science	Words	23.66	24.21	24.84
	Picture	6.46	5.65	6.4
	<b>Total</b>	<b>30.12</b>	<b>29.87</b>	<b>31.24</b>
Fisheries science	Words	17	9.17	7
	Picture	4.22	1.26	1.08
	<b>Total</b>	<b>21.22</b>	<b>10.43</b>	<b>8.08</b>
Miscellaneous	Words	—		0.842
	Picture			.25
	<b>Total</b>			<b>1.09</b>

## CONCLUSIONS

It was found that average column cm coverage (volume) per issue was decreasing in every year as it was 362.53 cm, 360.67 cm, and 340.33 cm in year 2008, 2009 and 2010 respectively.

On the other hand total picture content was increasing over the years 2008 (62.13 cm), 2009 (62.5 cm) and 2010 (65.33 cm) though the word contents were simultaneously decreasing 300.4 cm (2008); 297.17 cm (2009) and 275 cm (2010).

Discipline wise average column on coverage showed that agriculture occupied the lion's share in all the years {311.22 cm (2008); 308.84 cm (2009), 277.36 cm (2010) respectively}. Content occupied by discipline of veterinary science decreased in 2009 (29.87 cm) but increased in 2010 (31.24 cm). Average coverage of fisheries science was continuously decreasing from year 2008 to year 2010 {2008 (21.22 cm); 2009 (10.43 cm); 2010 (8.08 cm) respectively}. Articles in miscellaneous type were found in year 2010 only and it was of average 1.09 column cm in year 2010.

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